

# ABHINAV SINGH

Hyderabad, India

## Product Designer

4 years designing end-to-end journeys across web & mobile. At ASBL, I led Legacy; a B2C lead-gen journey from discovery to conversion, working with growth, marketing, and sales to align messaging across touchpoints. I use PostHog to find friction points & run A/B tests to fix them.

### Mail

abhinav.design17@gmail.com

### Phone No.

+91 94151 62402

### LinkedIn

linkedin.com/in/abhinav-design

### Portfolio

abhinavfolio.framer.website

## EDUCATION

Bachelor In Design — IIIT Jabalpur · Qualified UCEED

Design Mentor · Pahal & BRDS Coaching Institute (UCEED, NID, NIFT)

## SKILLS & TOOLS

Customer Journey Mapping · A/B Testing · Multi-Channel Design Content Curation · Friction Point Analysis · Conversion Optimization · Cross-Departmental Collaboration · UX Research · Design Systems Information Architecture · Multilingual Design

Figma · FigJam · PostHog · Lottie · Jitter · Adobe Illustrator · Adobe After Effects · Framer · Notion · Jira

## RECOGNITION

Well-Done Whistle · ASBL — Team Excellence Award

## INTERNSHIP

*Whatifdesign, Remote · Graphic Designer (2022-Feb 2023)*- Delivered brand-consistent visual asset library, **0% consistency drift** across print and digital deliverables

*Dubdub.ai, Remote · Motion Designer (May-Nov 2022)*- Crafted **8 multilingual** explainer & onboarding videos for LinkedIn and Moj, drove activation and engagement

## EXPERIENCE

### Product Designer ASBL, Hyderabad

Aug 2024 - Present

*B2C Lead-Gen web. & B2B SaaS platform digitising construction management & finance operations*

#### Product Work

- Designed end-to-end customer journey for B2C lead-generation website, from discovery to conversion, aligning brand, growth, marketing, sales, and tech across **8+ teams**. Maintained content & messaging consistency across web, social, & in-app touchpoints throughout the website journey.
- Used PostHog to identify friction points across user flows & ran A/B tests to improve engagement & conversion.
- Shipped Work Dependencies & Work Tracks for construction management — cut dependency setup time to **under 5 min**, reduced manual coordination effort by **70-80%**, & brought dependency errors to **near 0%**
- Reduced invoice approval time by **50%** and GST error rate to **<2%** — replaced manual processes with auto-validated, compliance-enforced workflows
- Cut cashflow report generation from hours to under **5 minutes**
- Reduced site entry onboarding from 5-7 min to under **3 min**; achieved **100% digital logging**, eliminating paper records entirely
- Shipped **30+ features** across Finance and Progress; designed for 6 user groups across engineering, QA, inventory, security, PMO, & finance; used PostHog for heatmaps and post-launch iteration

#### Design System

- Built Finance & construction saas design system from scratch using tokens, variables, components, booleans, and auto-layout; published directly to code for seamless developer handoff
- Reduced design time per screen from **2.2 hrs → 1.3 hrs (~40% faster)** and dev cycle per feature from **16 → 11 days (~31% faster)**
- Improved consistency: UI issues per screen dropped from **2.8 → 1.1 (61% reduction)**; system adoption grew from **15% → 68%** across product flows
- Recognised with Mountain Mover (performance) and Well-Done Whistle (team excellence) awards

### Associate Researcher HAL, Bangalore

Mar - Aug 2024

*India's premier state-owned aerospace and defence manufacturer*

- Mapped complex operational user journeys across day/night, altitude, and combat conditions for LCA-MK2 cockpit navigation redesign; **reduced pilot task load by 10%**
- Conducted field research with pilots, engineers, and domain experts; translated findings into validated interaction flows

### Product Designer IIIS-CPDM, Bangalore

Aug 2023 - Jan 2024

*Indian Institute of Science — Centre for Product Design and Manufacturing*

- Designed multilingual information architecture for NDIN platform; ensured consistent user experience across languages & diverse user groups
- Authored **10+ articles** simplifying complex concepts for varied audiences; grew platform **readership by 40%**

## PROJECTS

### KathaGhar

3 Months

Product Designer · UX writer · UX Designer · B2C audio storytelling app · iOS & Android · **1k+ downloads** within 1st month · **5-star rating**

Link: [https://play.google.com/store/apps/details?id=com.kathaghar.app&pcampaignid=web\\_share](https://play.google.com/store/apps/details?id=com.kathaghar.app&pcampaignid=web_share)

### GARW

2 Months

Website & Brand Designer · D2C Men's Fashion Brand · Shopify e-commerce website · responsive design · mobile & laptop

Link: [garw.co.in](http://garw.co.in)